

## Week 6: Big Data and Business Intelligence

Discuss how big data, social media concepts and knowledge can create business intelligence and its impact on business.

Private corporate data are often encrypted using a key, which is needed to decrypt the information. Who within the corporation should be responsible for maintaining the "keys" to private information collected about consumers? Is that the same person who should have the keys to employee data? Explain

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Google analytics uses an analytic called PageRank in their search engines. What is PageRank?

What are the five ways data Analytics can help an organization?

What are the main processes to knowledge management?